HOW TO RAISE FUNDS WITH COUNTRY-OF-ORIGIN EFFECT (COE)
• Introduction
  - Background and purpose
• Body
  - Country-Of-Origin effect and examples
• Method
  - Analysis and results
• Conclusion
• References
The number of NPOs and NGOs has increased.
HOWEVER

Having trouble with raising funds

Source of income

- Membership fees
- Subsidy
- Business income
- Contracted projects (NGOs)
- Donations

Member enrollments have not increased since previous years

Subdividing and most of them are small ➞ Highly competitive
Keyword: Country-Of-Origin Effects (hereinafter called “COE”)

Research Question

“How does the Country-Of-Origin (COO) influence donations?”
WHAT IS COUNTRY-OF-ORIGIN EFFECT?

- One of the concepts from marketing
- Consumers are influenced by the source country image held by them
- Effects are negative and positive
- The COEs 3 contributing factors

- Product
  - Durable good or not etc.

- Country of manufacture
  - Patriotism, Animosity etc.

- Consumer
  - Gender, Educational standards etc.
For example...

- Made in Japan = High quality
- Made in China

Left: Country-of-origin  Right: Marketing when using this effect
Almost all have examined COE on products evaluations
- COE by age, brand name, product assurance, emotions

There are few researches on donations or raising funds (Except Cause-related Marketing, Crowdfunding)
- Preference survey analysis

This research is the first one to examine that COE influences on donations as well as products in the world.
Questionnaires were collected from 190 people to examine their image of 4 countries by using past studies as reference.

The United States
Korea
India
Kenya
RESULTS OF ANALYSIS

ANOVA
(Analysis of variance)

There are significant differences between an individual's image of particular countries, furthermore this varies from country to country.
Multiple regression analysis

As each person's image of a country varies, this affects how likely and how much a person will donate.
The United States
The United States

Like The United States

Want to donate

Positive effects
Economy

Education

Discrimination

Full of vigor

Interest

Affinity

Like

Good impression

-0.27**

-0.07

0.05

0.09

0.05

0.08

-0.11

R^2 = 0.34***

***p < 0.001 **p < 0.01 *p < 0.05

-India
India

Think Indian are rich

Not want to donate

Negative effects
Economy: -.21*
Education: -.17*
Discrimination: -.03
Full of vigor: .18*
Interest: 
Affinity: -.04
Like: .22
Good impression: .08

R2 = .24***

***p < .001 **p < .01 *p < .05
Korea

Think Korean are rich and can get an education

Not want to donate

Think Korean are full of vigor

Want to donate

Negative effects

Positive effects
Economy  
Education  \(-.28^{***}\)  
Discrimination  \(-.05\)  
Full of vigor  \(.04\)  
Interest  
Affinity  \(-.03\)  
Like  \(-.04\)  
Good impression  \(.11\)  

R\(_2\) = .20\(^{***}\)

***p<.001  **p<.01  *p<.05

—Kenya
Kenya

Think Kenyan can get an education  

Not want to donate

Negative effects
CONCLUSION

The way to approach fundraising must be changed depending on country.

**Theoretical contribution**

Shows COO influences on donation as well as products. Thus, it is possible to extend the range of applications of COE.

**Practical contribution**

Shows it may be possible to raise funds more smoothly and efficiently by executing promotions using these results.
REFERENCES

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Thank you for listening
Application → Specified Nonprofit Corporation → Approved Specified Nonprofit Corporation/Certified NPO organization

51,728 件
（9月30日現在）

1,046 件
（11月10日現在）

Certification from Administration

Complicated and difficult

Approval from National Tax Agency

認証NPO法人
（特定非営利活動法人）

認定NPO法人
（認定特定非営利活動法人）

行政が認証

国税庁からの認定
# Seven-point scale

**Economic standard**
- Poor \(\rightarrow\) Rich

**Educational standard**
- Everyone can’t get education \(\rightarrow\) Everyone can get education

**Discrimination**
- There is not \(\rightarrow\) There is

**Full of vigor**
- They are not \(\rightarrow\) They are

**Interest**
- You are not interested in \(\rightarrow\) You are interested in

**Affinity**
- You don’t feel a affinity with \(\rightarrow\) You feel a affinity with

**Like**
- You don’t like \(\rightarrow\) You like

**Good impression**
- You have bad impression of \(\rightarrow\) You have good impression of